

SIYOP Workshop

Session 2-1

Discovering Your Educator and Advocate Voice

Welcome to the session 2 of the Stepping into Your Power workshop. Today we're going to talk about becoming the educator and advocate. And we're going to also dive into some of the more tactical aspects of really about positioning yourself as the authority. The first thing we want to do is to dig into kind of recap a little bit about the educator and the advocate and your archetypes that you went through last week and dig into the mind, really the mind of your prospects. So that's exactly what we're going to learn.

We're going to talk about discovering your educator and advocate voice today. We're also going to go inside the mind of your prospects so that you'll know more and very, very clearly on how to speak to them so that you can quickly establish yourself as the authority by creating that authority content.

We're going to talk about that, about creating that authority content, and also how to get it out there and how to share your authority content as well. The first thing I want to talk about is the authority archetype. In the last session, we went through the different archetypes and I think a lot of people really may have been surprised at what their authority archetype is. Or it may have been different

than they thought it would be, but also I think a lot of people got a lot of clarity around their authority archetype and how important it is that that's defined in your mind, and also the type of authority archetype that your perfect prospects resonate with.

The one thing that you definitely want to do is build that clarity while still being authentic, not stepping into a different persona. But just realize that it's okay for this to evolve. As you learn more about yourself and as you learn more about your prospects, the authority archetype may or may not evolve. But if it does, that's okay because it just means that you're refining it even more.

When we talked last, we talked about not being the expert, removing the need to be the expert, and really being able to position yourself as that educator and advocate, something that you can do confidently, 100% of the time. We're going to really kind of quickly recap that and go deeper into understanding WHY that educator and advocate is the authority. These folks here, why are they authorities, Richard Simmons, Dave Ramsey, Suze Orman, Dr. Oz? They're all people you probably recognize and you see them as being positioned as authorities, that they're looked at as authorities, but you may not have thought about WHY they are authorities? Right? Are they the smarter and best in their fields? Probably not. Do they call themselves the "Expert?" Do you ever hear them saying how smart they are and talking about themselves being the expert? You don't. Are they constantly yelling and screaming, "BUY MY STUFF, Buy my stuff!"

They aren't. You don't see that. So why are they authorities? It's quite simple, and you know the answer to this now, because they're educators and advocates for the success of their followers.

If you think about their content, and also what I want you to do is start looking out there at examples, maybe people that you follow. Think about people in your industry and your field that are recognized and behave and put content out there as an educator and advocate, rather than someone that puts content out there as the expert, the look at me, look what I know type of content, versus here how you can solve your problem type of content.

Really what you'll find, the key ingredients, the characteristics of their content is that it inspires confidence, hope, and achievability. That's something that you can easily look back on. If you created content yourself, look back on that content. If you created videos, look back on those videos. If you've done blog posts, look back on those blog posts, and step back and think, does this content inspire confidence, hope, and achievability for my prospects, for my customers, my clients?

This is really what it's about discovering your educator and advocate voice. Your educator and advocator voice is what it's going to do is there, it's meant to inspire that confidence, that hope, that achievability. The harder that you work to get that voice heard, the content that you create to get that voice more exposure, and that

content and that voice that speaks directly to the people that need your help the most is what is going to be the driving factor. It's going to be the foundation of your success in what you do. That's exactly when you start positioning and you start thinking from that educator/advocate mindset is and developing this voice, you can easily step back at any point and say, does this inspire confidence, hope, and achievability in my prospects, in my customers?

Because what you're doing when you do this and as we go forward with the things that are necessary to do to get the exposures as authority is then you're no longer thinking am I putting this out here for my ego? Am I putting this out there to pound my chest? No I'm putting this out there because it needs to be seen. It needs to be heard. Because there are people out there that I can genuinely make a difference in their lives. That my product, my service, what I do is going to impact their lives, the lives of their families, and make it for the better, because remember, that's what authority is.

We talked about the difference between authority and being an authority and really being, the arrogance. Authority is about launching yourself out there, unselfishly to be able to serve others. That's exactly what you're going to do when you create this voice. Your educator and advocate voice, here's really the principles around it. It's principled authority content. When you're creating principled authority content, recognize this. Principled authority content does not sell. Alright? This is not content that you're using to sell but what it does is

it makes them want to buy from you. Even if costs more. Because what it's doing is creating the confidence in their ability to achieve.

I want to make sure that we don't miss any parts of this because a lot of people think that when you're putting content, so many people think that content is put out there in order to sell, convince people to buy, and when you think about authority content, think about it this way. Authority content is not meant to convince someone to purchase or buy your products, service, or what it is that you offer. What it's meant to do for you is create the opportunity for your sales process to occur. So if you think about how many times have you seen something that might be meant for lead generation, but it's trying to jump ahead of the game and actually sell that product or service when really what it's supposed to do is create the opportunity for the sales process to occur.

So separate your authority content. Separate your educator and advocate voice from the sales process, and understand that what it's meant to do on your side, on the business side, on that sales cycle is it's meant to get your prospects to the place to have the confidence in your ability to achieve that they want to step into that sales process. What's going to occur when that happens is that sales process is going to have far less resistance and it's not going to be nearly based if you thought as far as price resistance or if there's shopping on price, you're going to see that that resistance melts away. I want to make sure you understand that. At the risk of being redundant, your

educator and advocator voice is not meant to be a sales voice. It's meant to be a voice to inspire that confidence, that achievability, that hope, which then allows the sales process to occur and makes that sales process much easier and have far less resistance.

This is a recap and I want to make sure before we move on to get into the mind of your prospect, if there are any questions around this or what led up to this as far as your archetype and establishing your educator and advocate voice. I think a lot of you have that's been a big kind of revelation for you over the last week is seeing yourself as that educator and advocate rather than trying to convince people that you're the expert.